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ELECTRONIC THESIS AND DISSERTATION UNSYIAH

TITLE

PENGARUH MARKETING MIX-7P (PRODUCT, PRICE, PROMOTION, PLACE, PARTICIPANT, PROCESS, DAN PHYSICAL EVIDENCE) TERHADAP KEPUTUSAN NASABAH MEMILIH BANK CENTRAL NASIA (BCA) DI BANDA ACEH

ABSTRACT

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This study aims to analyze the influence of the Marketing Mix 7~P to the customer's decision to vote (research at Bank Central Asia in Banda Aceh). This study used independent variables are: product, price, place, promotion, participant, process, and physical evidence with the dependent variable is the decision to choose. In connection with the decision of choosing, in this study focuses on the factors that could cause customers to make an informed choice, the factor product, price, place, promotion, participant, process, and physical evidence.

Based on the analysis of data, showed that: variable marketing Mix 7~P has a positive

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influence on the decision to vote.

Keywords: Marketing Mix 7-P, the decision to choose